

Applicant Initiated Interview Request Form

Application No. : **10/082,069**

First Named Applicant: **Dwight Allen Merriman et al.**

Examiner: **Donald Champagne**

Art unit: **3688**

Status of Application: **Published**

Tentative Participants:

(1) Thomas A. Rozylowicz

(2) Examiner Donald Champagne

(3) _____

(4) _____

Proposed Date of Interview: October 14, 2009

Proposed Time: 2:30 EST (PM)

(or at the Examiner's earliest convenience).

Type of Interview Requested:

(1) ☒ Telephonic (2) ☐ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES ☒ NO

if yes, provide brief description: _____

Issues To Be Discussed

Issues Rej., Obj., etc)	Claims/ Fig. #s	Cited Art	Discussed	Agreed	Not Agreed
(1) Rej.	1	Roth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Continuation Sheet Attached

Brief Description of Arguments to be Presented:

Please see the attached sheet with a proposed amendment. Roth is not believed to describe or suggest the amended limitations.

An interview was conducted on the above-identified application on _____.

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant 's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

(Applicant/Applicant's Representative Signature)

(Examiner/SPE Signature)

Typed/Printed Name of Applicant or Representative

Registration Number, if applicable

1. (Proposed Amendment) A method for online re-targeted advertisement selection, comprising:

receiving a description of online activities for a community of users accessing one or more affiliate web sites;

identifying a desired behavior, the desired behavior describing user interaction that indicates that an identity demonstrating the desired behavior is more likely to be responsive to a retargeted advertisement;

analyzing the description of online activities to determine whether a particular user appearing in the description of the online activities demonstrates the desired behavior;

~~[[a)] generating a retargeted list of users to receive retargeted advertisements;~~
~~comprising matching received feedback on prior activities of a user at a Web site to selection criteria;~~

monitoring, in real-time and from the one or more affiliate web sites, information related to user interaction with the one or more affiliate web sites;

~~[[b)] receiving, from within the monitored information, a request to display advertising content to a~~ the user;

determining that the user appears in the retargeted list of users to receive retargeted advertisements; and

~~[[c)] selecting, in response to the request, advertising content for display based upon~~ determining that the user appears in the retargeted list of users to receive retargeted advertisements ~~the generated list and the received feedback on prior activities of the user at the Web site.~~